

WOODSVILLE ATHLETICS

Visual Identity
Guidelines



Woodsville Engine
Engineering Excel
Engineers Wood
Woodsville Athletic
Engineer Pride En
Woodsville Cour
Woodsville Engine

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Color Pallete

This is our distinctive “Woodsville Green” that has been a staple of our branding for years.

When color beyond the primary palette is needed for distinction the secondary colors can be used, but they must be accompanied by the “Woodsville Green”.

Primary Colors

Woodsville Green
Hex: #195839

Snow White
Hex: #FFFFFF

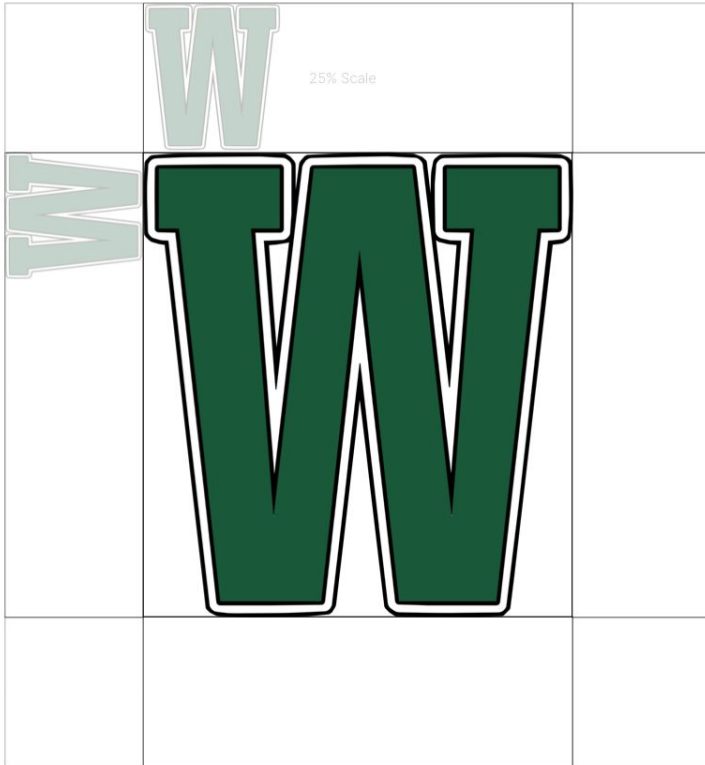
Secondary Colors

Shadow Black
Hex: #000000

Slate Gray
Hex: #A4B5C6

Primary Mark

Primary Mark Spacing



Application of the Primary Mark should reflect its status as the most important Woodsville Athletics symbol. Using this mark boldly and prominently maximize its impact.

Primary Mark Color



Reversing the color scheme
of the primary mark is never
allowed



The Primary Mark color and composition should never be altered, regardless of Primary Mark background color.

Word Mark

WOODSVILLE

Word Mark
Curved Wordmark

WOODSVILLE

Alternate Wordmark

WOODSVILLE

WOODSVILLE

Typography

Primary Typeface

United Serif Condensed

United Serif Condensed is Woodsville's primary Typeface. We use both heavy and medium weights.

United Serif Condensed Heavy

Let's go
Woodsville
Engineers!

United Serif Condensed Medium

Here we
go green
team!

Typography

Secondary Typeface

Inter

This is Woodsville's secondary typeface. We use it in two weights, bold and medium.

Inter Bold

Woodsville
High School
Athletics

Inter Medium

Woodsville
Engineers strive
for excellence

Primary Lockups

WOODSVILLE
ENGINEERS

WOODSVILLE
ATHLETICS

W **WOODSVILLE**
ATHLETICS

W
WOODSVILLE
ATHLETICS

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ENGINEERS

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ATHLETICS

W **WOODSVILLE**
ENGINEERS

W
WOODSVILLE
ENGINEERS



Secondary Mark

Eddie The Engineer





Benefits

- Aligns with the spirit of innovation and teamwork in athletics.
- Appeals to current trends in logo design for a modern, fresh look.

Versatility

- Adaptable for various sports teams, uniforms, and merchandise.
- Provides a cohesive and consistent brand image for all athletic programs.

Brand Values

Updating our athletics brand has many advantages. A modern design aligns with current trends, making our department visually appealing and relevant. This can attract students and boost merchandise sales. The new brand reflects our school's progressive values, showing our commitment to staying current. Modern designs work well across platforms, connecting with younger generations and giving us a competitive edge. Our school's brand is crucial, representing who we are. Let's present ourselves in the best way possible.





**WOODSVILLE
ENGINEERS**